



Dear Safe Travels & Tourism Industry Association

I wish to thank you for implementing enhanced health and safety measures, in line with the WTTC global Safe Travels [protocols](#), developed to optimise sector-wide recovery efforts by rebuilding confidence among travellers and ensuring a coordinated approach of the global Travel & Tourism public and private sectors.

**WTTC is delighted to recognise your efforts through the WTTC Safe Travels stamp.**

You are part of a fast-growing global network of important national, regional and local destinations that have committed to rebuilding confidence among travellers, and within the sector, so "Safe travels" can be enjoyed as restrictions are eased. You will also have the important responsibility of growing this network among your own stakeholders.

As a user of the stamp you will have certain benefits as well as responsibilities designed to maximise the stamp's positive impacts. I invite you to carefully read this letter and the annexes, which cover your benefits and your responsibilities.

The Safe Travels stamp is the world's first ever global safety and hygiene stamp for Travel & Tourism, designed specifically to address COVID-19 and similar outbreaks. It is proving a great success, demonstrating its importance not only to destinations and businesses, but also to travellers and the hundreds of millions of people around the world who work in, and depend on, the Travel & Tourism sector.

Please note that while the protocols take into account current WHO and CDC guidelines, they are living documents which we will update as new information becomes available about COVID-19 and – in the future – similar outbreaks. The Safe Travels stamp is based on self-assessment and it is not a certification. Countries, destination authorities and companies using the stamp have confirmed that they have implemented, and will ensure ongoing compliance with, the Safe Travels protocols and, for aviation, the International Civil Aviation Organization's "*Takeoff: Guidance for Air Travel through the COVID-19 Public Health Crisis*".

I wish to thank you again for your commitment to restarting Travel & Tourism in a safe and coordinated manner and look forward to our ongoing collaboration.

Yours sincerely,

Gloria Guevara  
President & CEO

- Annex 1: Benefits and responsibilities
- Annex 2: Guide to the Safe Travels protocols and stamp
- Annex 3: Core Requirements
- Annex 4: Terms and Conditions

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## Annex 1: Benefits and Responsibilities

### Benefits

1. Benefit from an internationally recognised stamp, developed in collaboration with WTTC Members, leading industry associations & international organisations. In other words, your protocols are aligned with the global private sector.
2. Use the stamp as an important and powerful signal to travellers, workers and other stakeholders in the sector that we have a consistent global approach.
3. Leverage the stamp to rebuild confidence among travellers, and within the sector, so "Safe travels" can be enjoyed as restrictions are eased.
4. Assume the role of a Safe Travels ambassador to your stakeholders, advocating the implementation of the Safe Travels protocols and the uptake of the Safe Travels stamp to your association members and ensure their ongoing compliance with the protocols and [Terms & Conditions](#).
5. Have your logo featured on our [webpage](#).
6. Have the opportunity to provide videos and/or statements for our webpage, press releases, social media campaigns and other communication activities.
7. Share your experience in WTTC events and other initiatives.
8. Should you be interested in exploring membership, we will fast-track your request. Please reach out to us [here](#).

### Responsibilities

1. Please ensure you, and the entities to whom you issue the stamp, are in full and ongoing compliance with the [Terms & Conditions](#).
2. Please provide WTTC with key data on the uptake of the stamp among your members when appropriate.
3. The Safe Travels stamp is based on self-assessment and **it is not a certification**. Users of the stamp have confirmed that they have implemented, and will ensure ongoing compliance with, the Safe Travels protocols and, for aviation, the International Civil Aviation Organization's "Takeoff: Guidance for Air Travel through the COVID-19 Public Health Crisis".
4. Please carry out periodic checks of the Safe Travels protocols, to ensure you remain aligned. Our [Core Requirements](#) serve as a useful checklist.
5. We recommend you adopt a risk-based approach based on high and low risk contexts and adapt your measures accordingly. If you change your protocols and/or have any concerns that your protocols are no longer

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aligned with Safe Travels, reach out to us at [safetravels@wttc.org](mailto:safetravels@wttc.org). We will be happy to revise them together.

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## Annex 2: Guide to the Safe Travels Protocols and Stamp



# 'SAFE TRAVELS': GLOBAL PROTOCOLS & STAMP

### WHAT ARE THE SAFE TRAVELS PROTOCOLS?

- WTTTC has produced new global Safe Travels protocols for use by the Travel & Tourism sector as best practice guidelines to help restart and speed up the recovery of the sector in the wake of COVID-19.
- The global protocols are designed to help to rebuild confidence among travellers, and within the sector, so safe travel can resume once restrictions are eased. They provide consistency to destination authorities as well as guidance to travel providers, operators, & travellers, about the new approach to health & hygiene in the post COVID-19 world.
- The global protocols were developed in collaboration with WTTTC Members, leading industry associations & international organisations. They take into account the current guidelines of the World Health Organization (WHO) and the Centers for Disease Control and Prevention (CDC).
- The protocols are living documents which will be updated as new information becomes available about COVID-19. WTTTC recommends the private sector and destination authorities alike, to adopt a risk-based approach based on high & low risk contexts and adapt their measures accordingly. A one-size fits all is not the solution.
- The Safe Travels protocols for each key industry within the Travel & Tourism sector will help to provide alignment and consistency to ensure the safety of travellers & workforces as the sector recovers from COVID-19. The industry protocols are being launched in phases. Presently, nine industry protocols are available, notably for hospitality, outdoor retail, aviation, airports, tour operators, short-term rental industry, attractions, car rental, and convention centres, meetings & events. Protocols for the insurance and cruise are under development.
- Each of the Safe Travels protocols has four pillars, namely: 1. Operational and Staff Preparedness, 2. Ensuring a Safe Experience, 3. Rebuilding Trust & Confidence and 4. Implementing Enabling Policies.
- WTTTC is calling upon national, regional, and local destination authorities to back the adoption of Safe Travels protocols so that they can be implemented globally and restore much-needed confidence in travellers to restart the Travel & Tourism sector.

### WHAT IS THE SAFE TRAVELS STAMP?

- The Safe Travels stamp is the world's first ever global safety and hygiene stamp for Travel & Tourism, designed specifically to address COVID-19 and similar outbreaks.
- The stamp will allow travellers and other Travel & Tourism stakeholders to recognise destination authorities and companies around the world that have implemented health and hygiene protocols that are aligned with WTTTC's Safe Travels Protocols.
- All countries, destination authorities and companies operating in Travel & Tourism will be able to use the stamp, provided they comply with the Safe Travels protocols, in the case of aviation, with the International Civil Aviation Organization's "Takeoff: Guidance for Air Travel through the COVID-19 Public Health Crisis" and have signed the Terms & Conditions.
- For aviation, the WTTTC Safe Travels stamp will recognise and could be used by countries and destinations that adopt the Safe Travels protocols and the ICAO Takeoff guidelines for aviation.
- The stamp is free to use.
- The Safe Travels stamp is based on self-assessment and it is not a certification. Countries, destination authorities and companies using the stamp have confirmed that they have implemented, and will ensure ongoing compliance with, the Safe Travels protocols and ICAO 'Takeoff' guidelines.

### THE AUTHORITY ON WORLD TRAVEL & TOURISM

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### Annex 3: Core Requirements



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## 'SAFE TRAVELS': CORE PROTOCOL REQUIREMENTS

### YOUR PROTOCOLS SHOULD:

1. Unless critical, provide recommendations/guidance rather than requirements.
2. Evolve protocols according to level of risk at the destination.
3. Have realistic health, sanitation, disinfection, distancing, and safety protocols that businesses of all sizes can, and can afford to, implement.
4. Aim to reduce physical contact between staff and guests through the implementation of contactless/touchless solutions where possible.
5. Recommend rather than require the use of certain technologies, such as contactless payments or digital menus.
6. Promote online bookings over in-person reservations where applicable
7. Provide personal protective equipment (PPE) for their employees, and make available PPE for guests, if not free, at a cost.
8. Recommend that travellers wear a mask when interacting with people, in all modes of transports, during excursion and when in indoor venues
9. Urge travellers to maintain physical distancing to the best of their ability and wash and sanitise their hands often and thoroughly
10. Consider making available hand-sanitiser, beyond high-traffic areas for sale rather than providing it to all guests to alleviate pressure on businesses.
11. Where possible, ensure employees apply proper hand hygiene rather than enforce the use of gloves which may impede their tasks
12. If travellers present COVID-19 symptoms, respond proactively and with a solution that will ensure the mental and physical wellbeing of the traveller/guest
13. Develop simple rather than complex and costly solutions to protect staff and guests and ensure business continuity. For example, installing plexiglass can be recommended, but should not be imposed due to potential cost / space issues.
14. Have thoughtfully considered sustainability and eco-friendly solutions within the recommended measures, including avoiding single-use as much as possible and instead recommending appropriate cleaning/hygiene measures.
15. Refer to physical distancing rather than social distancing.
16. Recommend that businesses request that their suppliers and partners follow likeminded protocols.
17. In the case of aviation, comply with the International Civil Aviation Organization's "Takeoff: Guidance for Air Travel through the COVID-19 Public Health Crisis"

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## 'SAFE TRAVELS': CORE PROTOCOL REQUIREMENTS

### YOUR PROTOCOLS SHOULD NOT:

1. Have a quarantine periods for travellers.
2. Add friction to the traveller/guest experience unless absolutely necessary.
3. Enforce capacity limitations, unless absolutely necessary (and never in the case of families with children), which make it financially unsustainable to run operations. This is typically anything below a 70% capacity.
4. Require demarcation of physical distancing limits unless specifically for queuing purposes.
5. Enforce physical distancing limits above 1.5m, unless absolutely necessary.

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## Annex 4: Safe Travels Stamp Terms & Conditions

*Important, please read these Terms carefully before seeking compliance with the WTTC Safe Travel Protocols and displaying the Safe Travels Stamp.*

### 1. Parties

- I. The World Travel & Tourism Council Limited (company number 02506591) of the Harlequin Building, 65 Southwark Street, London, SE1 0HR ("WTTC", "we", "us" or "our"), being the party offering the Protocols and Stamp for use by Organisations; and
- II. "Organisation", "you" or "your", being a WTTC member or non-member, including public destination authorities (including national, regional and local tourism administrations and organisations) and/or international and national-level Travel & Tourism industry associations and/or companies (including an eligible business such as a hotel, restaurant, airline, cruise line, tour operator, outdoor shopping venue, transportation provider or airport) which have chosen to comply with the Protocols and to display the Stamp.

### 2. Definitions

The following definitions apply in these Terms:

- I. "Protocols" means the WTTC Safe Travel Protocols, as may be amended from time to time; and
- II. "Stamp" means the WTTC Safe Travels Stamp offered by WTTC for use on Organisation websites, in marketing materials and other public facing materials.

### 3. The Safe Travel Protocols

WTTC has created and offers the Protocols in good faith for use by Organisations as they seek to re-open during the COVID-19 pandemic.

You acknowledge and agree that:

- I. Your use of the Protocols is entirely voluntary and that WTTC assumes no liability for your use of the Protocols;
- II. You are solely responsible for deciding whether compliance with, and implementation of, the Protocols is suitable for you and lawful in the jurisdiction in which you operate;
- III. The Protocols have not been approved or accredited by any governmental or regulatory body and serve as a set of 'best practices' guidelines only, and that by offering the Protocols for use by Organisations, WTTC is not providing an official certification or accreditation system;
- IV. Use of the Protocols will be entirely at your own risk;

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- V. Compliance with the Protocols may not result in a reduction of risk associated with the spread of COVID-19;
- VI. WTTC does not warrant or represent that adherence to the Protocols guarantees the safety of passengers, travellers, guests, customers, employees or other persons;
- VII. You are solely responsible for any losses suffered by yourself or any third-parties where the Protocols are implemented; and
- VIII. WTTC reserves the right to modify the Protocols and/or Stamp and issue revised versions from time to time. Updated Protocols and Stamp will be found on the WTTC website. You are solely responsible for revisiting the WTTC website, monitoring updates to the Protocols and the Stamp and ensuring compliance with any updates made to the Protocols and Stamp. WTTC is under no obligation to individually distribute updated versions of the Protocols or Stamp to Organisations.

#### 4. The WTTC Safe Travels Stamp

The Stamp seeks to provide consistency and reassurance for consumers to speed the Travel & Tourism recovery following the COVID-19 pandemic.

Subject to these Terms, Organisations may choose to display the Stamp in order to let consumers know that their protocols are in alignment with the Protocols and that they have complied with the Protocols relevant to their industry.

#### 5. Your Obligations

Only those Organisations which have complied with the relevant Protocols applicable to their industry in their entirety may display the Stamp on their websites, in marketing materials and other public facing materials.

An Organisation's entitlement to display the Stamp shall cease to apply with immediate effect in the event that the Organisation fails to comply with the relevant Protocols applicable to their industry.

You acknowledge and agree that:

- I. You will not display the Stamp unless you have ensured compliance with the relevant Protocols applicable to your industry;
- II. Adhering to the Protocols is a requirement for your use of the Stamp, and that displaying the Stamp without having ensured compliance with the relevant Protocols applicable to your industry will be a breach of these Terms;
- III. Your use of the Stamp will be based upon an accurate and honest conclusion that your Organisation is fully compliant with the Protocols relevant to your industry;
- IV. WTTC will not be responsible for assessing your initial or continued compliance with the Protocols and use of the Stamp, and all liability for

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compliance with the Protocols and any applicable laws, rules or regulator guidance will rest with you exclusively, and not WTTC;

- V. You will comply with all local laws applicable to your Organization and that where your adherence to the Protocols and/or use of the Stamp would amount to a breach of local laws, you will not make use of either; and
- VI. You will not make any derogatory statements about the Protocols, Stamp or WTTC, or behave in any way that would damage WTTC's reputation, or the reputation of the Protocols or the Stamp;
- VII. Where you grant a sub-licence to a third party in accordance with Part VII of Section 6 of these Terms, you will be responsible for ensuring that the third party has itself also ensured compliance with, and continues to ensure compliance with, the Protocols, this Section 5, and these Terms.

## 6. Use of WTTC Intellectual Property

The Organisation accepts that all intellectual property rights subsisting in the Protocols and Stamp are owned by, and/or under the control of, WTTC.

In consideration of the Organisation meeting all of its obligations under these Terms, WTTC hereby grants to the Organisation a non-exclusive, royalty-free, sub-licensable, revocable worldwide licence to display the Stamp in the form presented below on its websites, marketing materials and other publicly facing materials for the purposes specified herein, and subject to, and accordance with, these Terms.

You must:

- I. Not alter or modify the Stamp in any way, except for incorporation of your own logo (as instructed by WTTC) or unless WTTC publishes an update to the Stamp requiring you to alter or modify it;
- II. Display the Stamp in its entirety;
- III. Not use the Stamp in any way that might risk injuring WTTC's reputation;
- IV. Not use the Stamp in any way that breaches local laws applicable to your Organisation;
- V. Ensure that use of the Stamp is truthful and not misleading;
- VI. Not use the Stamp to imply any relationship with, or endorsement or sponsorship by, WTTC;
- VII. Not grant any sub-licence permitting any third party to exercise the rights granted herein, unless that third party has itself also ensured compliance with, and continues to ensure compliance with, the Protocols and these Terms;
- VIII. Immediately notify WTTC in writing if any of the following matters come to your attention:

The Harlequin Building, 65 Southwark St, London SE1 0HR, United Kingdom  
Tel: +44 (0) 20 7481 8007 - Email: enquiries@wttc.org  
A Company Limited by Guarantee. Registered No. 2506591

### CHAIRMAN

Christopher J Nassetta  
Hilton

### PRESIDENT & CEO

Gloria Guevara Manzo  
World Travel & Tourism Council

### VICE CHAIRS

Jeffrey C Rutledge  
AIG Travel

Alex Zozaya  
Apple Leisure Group

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Carnival Corporation

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Desirée Bollier  
Value Retail

### EXECUTIVE COMMITTEE

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Travelport

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TUI Group

Roger Dow  
U.S. Travel Association

Matthew Upchurch  
Virtuoso

Caroline Beteta  
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- a. Any actual, suspected or threatened infringement of WTTC’s intellectual property rights;
- b. Any claim made or threatened that the Protocols and/or Stamp infringe the rights of any third party; or
- c. Any other form of attack, charge or claim to which the Protocols and/or Stamp may be subject.

**Form of stamp:**



**7. WTTC’s Right to Request Information**

WTTC may at any time request information from you to evidence your compliance with the Protocols, and WTTC may terminate your entitlement to display the Stamp where:

- I. You fail to provide sufficient information capable of evidencing compliance with the Protocols, in WTTC’s sole determination; and
- II. Any information provided to WTTC is found to be false or misleading.

**8. Liability**

To the fullest extent permitted by law, WTTC shall not be liable to you or any third party for any costs, expenses, loss or damages (whether direct, indirect or consequential, and whether economic or other) arising from your adherence or non-adherence to the Protocols and/or use of the Stamp, including, but not limited to, any:

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- I. Loss of profits;
- II. Loss of sales or business;
- III. Loss of agreements or contracts;
- IV. Loss of anticipated savings;
- V. Loss of or damage to goodwill; and
- VI. Indirect or consequential loss.

Without prejudice to the generality of the above, WTTC will not be liable to you for any costs, expenses, loss or damages (whether direct, indirect or consequential, and whether economic or otherwise) associated with a passenger, traveller, guest, customer, employee or other person contracting COVID-19 or any other illness and where you have, in good faith, adhered to the relevant Protocols applicable to your industry.

## 9. Indemnity

You agree to indemnify, defend and hold WTTC, its affiliates, agents, suppliers and licensors harmless from all claims, causes of action, allegations, costs, expenses, fees (including reasonable attorneys' fees), judgments, liabilities, losses, and damages, including those arising out of or in connection with:

- I. Any breach of these Terms;
- II. Your adherence or non-adherence to the Protocols and/or use of the Stamp;
- III. Your exercise of the rights granted under these Terms;
- IV. The enforcement of these Terms; and
- V. Any claim made against WTTC by a third party arising out of or in connection with your adherence or non-adherence to the Protocols and/or use of the Stamp.

## 10. Termination

WTTC may terminate these Terms and the rights granted to you hereunder and your eligibility to use the Stamp at any time with immediate effect.

## 11. Entire Agreement

These Terms constitute the entire agreement between WTTC and Organisations and supersedes and extinguishes all previous agreements, promises, assurances, warranties, representations and understandings, whether written or oral, relating to use of the Protocols and/or Stamp.

## 12. Third Party Rights

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Visit California



Unless expressly stated otherwise, these Terms do not give rise to any rights under the Contracts (Rights of Third Parties) Act 1999.

### 13. Severance

Each of the paragraphs of these Terms operate separately. If any court or relevant authority decides that any of them are unlawful, the remaining paragraphs will remain in full force and effect.

### 14. Applicable Law

These Terms and any dispute or claim (including non-contractual disputes or claims) arising out of or in connection with them or subject matter or formation shall be governed by and construed in accordance with the law of England and Wales.

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